



**Request for Proposals
for
Graphic Design to Citizens for Modern Transit
For
Spring Education Campaign on Transit
[Federal Project CMAQ-5456-612](#)**

Citizens for Modern Transit (“CMT”) is seeking a graphic design consultant to assist CMT with the launch of Zimride, a new program being launched in the St. Louis market to navigate the first and last mile of the transit trip.

Work products will include creation and development of a Zimride tagline, general messaging points around the launch of the new tool available in the St. Louis market, an educational brochure/flier, 30 second radio spot copy, one mailer, one bus shelter ad design, one MetroLink platform poster ad design (58" w x 21" h), onboard MetroLink transit ads (17" w x 9" h), and two print advertisements tweaked to various sizes, and web graphics. The call to action will be to link up with Zimride and Transit. CMT will need all these files in pdf and jpeg formats. Other file types may be needed for printers as well.

A detailed budget breakdown for each task/item listed above will need to be included with the proposal.

CMT encourages disadvantaged, small, women-owned, and/or minority business participation.

Proposals are due on June 24, 2016 at 4:00 p.m. local time to the following address:

“DRIVE PROGRAM”
Zimride Launch
c/o Kimberly Cella
Executive Director
Citizens for Modern Transit
911 Washington, Ste. 200
St. Louis, MO 63101

Late proposals will be returned unopened. Three (3) printed copies and one electronic copy via email (kcella@cmt-stl.org) from a firm principal committing the proposal for a minimum of ninety (90) days. **Faxed proposals or proposals submitted with an inadequate number of copies will not be accepted. Work product designs will need to be completed no later July 31, 2016.**

All proposals submitted in response to a CMT request for proposal (RFP) will initially be evaluated using the following criteria (each weighted equally):

1. Qualifications of person/firm conducting the work

2. Proposal Quality
3. Product samples – samples provided and/or on firm website need to be relevant to work being asked to be completed.

Once the proposals are narrowed down to the top candidates using these criteria, the final selection will be determined with consideration to price and the above criteria. The proposal providing the best value to the project will be selected.

CMT will award the work to the responsible firm whose proposal is most advantageous to the project, with price and other factors considered. CMT reserves the right to reject any proposals deemed non-responsive to the RFP. CMT reserves the right to reject all proposals if the competitive process is not met and may reissue the RFP with or without changes.

CMT will post any supplemental information as necessary on the CMT website:
www.cmt-stl.org.

Please visit our website periodically to check for any additional information.